

Insert Logo, include mailing address and online address – website, facebook
Date

Name
Address
City, State, Zip

Hi First Name,

(Open – introduce your mission/org, state a problem that needs solved, or thank them for attending past event/past involvement – Be conversational, “I, We” and lots of YOU – be specific)

*Did you know that one million people in the Great Lakes region do not have access to running water in their homes? I know, it is shocking. But I can tell you that Freshwater Future is dedicated to helping people access safe, clean water. **I hope you will consider a gift to support this crucial work and become a partner in helping more people in The Great Lakes Region.***

(Body – make your ask, show the donor what their donation will help solve/impact, why now/urgency)

Most people don't realize but many people simply can't afford increasingly high water rates that far exceed average water bills nationwide. For some, water bills are over 4 times higher. As water bills have increased in major cities across the Great Lakes, **more and more people are unable to pay for water.** Freshwater Future has been working with partners and communities urging local governments to restore residential water services and halt future shutoffs.

Together, it is our responsibility to help protect those most vulnerable and at-risk because everyone deserves clean and safe water resources. Lives have been helped by the work and compassion of Freshwater Future, **but we need your help to continue this great work.**

(Talk about your org's mission and your org is helping this issue/problem)

Freshwater Future is a collaborative and entrepreneurial organization that seeks perspective from diverse communities and individuals, builds partnerships and collaborations, works to ensure equity in the solutions we advocate, and values residents' knowledge and abilities in our work to protect and restore Great Lakes water resources for current and future generations.

(Close – Ask again, thank again)

With your financial support, we're able to do more to help families Please send your financial contribution to Freshwater Future today.

Know that we are here for you and always available to answer your questions and concerns as well as provide helpful resources.

Thank you for your support!

Signature
Person, Title, Org

(PS – Ask again!) P.S. Thank you for considering a gift today to protect water quality and public health because this vital work is only possible with your support.